



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Strategic Media Placement  
7669 Stagers Loop  
Delaware, OH 43015-7010

Contract #		861283	Date Entered	10/10/12
Schedule Dates	10/11/12-10/16/12	Last Modified	10/10/12	
Advertiser	Todd Akin for Senate (39432)	Entered By	Lisa Rees	
Agency/T-Code	Strategic Media Placement (7970)/157739025	CO-OP	No	
Product	Political - US Senate (1176)	Headline #	06369048	
Brand	Todd Akin for Senate Est. 2888 (179778)	Demo		
Salesperson	Johannessen, Jordan (2818)	Order Type	Normal	
Sales Office	TeleRep - New York	Package Deal		
Buyer Name	EVERSOLE,WHITNEY	Commission %	15.00	
Phone/Fax	(703) 528-9837 /	Commission	\$1,383.00	
CPE	2888	Net Total	\$7,837.00	
Account Types	National/Political Candidate - Agency	Sales Tax		
Billing Type	Standard			
Comments	TODD AKIN FOR SENATE ***** THIS IS A CASH IN ADVANCE SCHEDULE *****,			

St. Louis (KMOV) (KMOV)	Spots	Rate
By Broadcast Month		
Oct. 2012	8	\$9,220.00
Grand Total:	8	\$9,220.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/11/12-10/12/12	2	:30	20015- News @ 6am M-F					1	1				\$270.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12
1.0.1	Preempt	10/12/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
1.0.2	Preempt	10/11/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
2.0	Normal Line / SPOT	10/15/12-10/15/12	2	:30	20015- News @ 6am M-F		2								\$270.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12
2.0.1	Preempt	10/15/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - rate	
2.0.2	Preempt	10/15/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - rate	
3.0	Normal Line / SPOT	10/16/12-10/16/12	2	:30	20015- News @ 6am M-F				1					1	\$270.00	\$270.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12
4.0	Normal Line / SPOT	10/11/12-10/12/12	2	:30	20054- News @ 5pm M-F						1	1			\$750.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12
4.0.1	Preempt	10/12/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
4.0.2	Preempt	10/11/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate	
5.0	Normal Line / SPOT	10/15/12-10/16/12	2	:30	20054- News @ 5pm M-F		1	1							\$750.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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**Schedule Dates** 10/11/12-10/16/12  
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**Agency/T-Code** Strategic Media Placement (7970)/157739025  
**Product** Political - US Senate (1176)  
**Brand** Todd Akin for Senate Est. 2888 (179778)  
**Salesperson** Johannessen, Jordan (2818)  
**Sales Office** TeleRep - New York  
**Buyer Name** EVERSOLE,WHITNEY  
**Phone/Fax** (703) 528-9837 /  
**CPE** 2888  
**Account Types** National/Political Candidate - Agency  
**Billing Type** Standard  
**Comments** TODD AKIN FOR SENATE  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*,

St. Louis (KMOV) (KMOV)		
By Broadcast Month	Spots	Rate
Oct. 2012	8	\$9,220.00
<b>Grand Total:</b>	<b>8</b>	<b>\$9,220.00</b>

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5.0.1	Preempt	10/16/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate		
5.0.2	Preempt	10/15/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate		
6.0	Normal Line / SPOT	10/15/12-10/16/12	2	:30	20055- News @ 6pm M-F		1	1								\$750.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12
6.0.1	Preempt	10/16/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate		
6.0.2	Preempt	10/15/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate		
7.0	Normal Line / SPOT	10/11/12-10/12/12	2	:30	20053- Entertainment Tonight					1	1				2	\$850.00	\$1,700.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12
8.0	Normal Line / SPOT	10/11/12-10/12/12	2	:30	20062- News @ 10pm M-F					1	1				2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12
9.0	Normal Line / SPOT	10/15/12-10/16/12	2	:30	20062- News @ 10pm M-F		1	1							2	\$1,500.00	\$3,000.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12
10.0	Normal Line / SPOT	10/13/12-10/13/12	2	:30	20108- News @ 10pm Sat								1			\$750.00		St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12
10.0.1	Preempt	10/13/12															St. Louis (KMOV) (KMOV)	I-NA on Entry/Exception - does not meet bump rate		
11.0	Normal Line / SPOT	10/14/12-10/14/12	2	:30	20789- News @ 10pm Sun								1	1	\$1,250.00	\$1,250.00	St. Louis (KMOV) (KMOV)	1 X PER DAY	10/10/12	

### CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments: